

Exhibit 7.8 Advantages and Disadvantages of Four Survey Designs

<i>Characteristics of Design</i>	<i>In-Person Survey</i>	<i>Mail Survey</i>	<i>Phone Survey</i>	<i>Electronic Survey</i>
Representative Sample				
Opportunity for inclusion is known				
For completely listed populations	High	High	High	Medium
For incompletely listed populations	High	Medium	Medium	Low
Selection within sampling units is controlled (e.g., specific family members must respond)	High	Medium	High	Low
Respondents are likely to be located	Medium	High	High	Low
If samples are heterogeneous	High	Medium	High	Low
If samples are homogeneous and specialized	High	High	High	High
Questionnaire Construction and Question Design				
Allowable length of questionnaire	High	Medium	Medium	Medium
Ability to include				
Complex questions	Medium	Low	High	High
Open questions	Low	High	High	Medium
Screening questions	Low	Low	High	High
Tedious, boring questions	High	High	High	High
Ability to control question sequence	Low	High	High	High
Ability to ensure questionnaire completion	Medium	High	High	High
Distortion of Answers				
Odds of avoiding social desirability bias	High	Medium	Low	High
Odds of avoiding interviewer distortion	Low	High	Medium	High
Odds of avoiding contamination by others	High	Medium	Medium	Medium
Administrative Goals				
Odds of meeting personnel requirements	High	High	Low	High
Odds of implementing quickly	Low	High	Low	High
Odds of keeping costs low	High	Medium	Low	High

Source: Adapted from Don A. Dillman, *Mail and Internet Surveys: The Tailored Design Method*. 2nd ed. Copyright © 2000 by John Wiley & Sons, Inc.